

T H E L E G E N D O F T A R Z A N

INTERNATIONAL PRINT GUIDELINES

DATE:	VER:	UPDATE:
18 Mar	1	Overview of Campaign Art & Tsr Artwork
24 Mar	2	Title Treatment Alphabet
01 Apr	3	Tsr Title Treatment & Alphabet Available
15 Apr	4	Roar Artwork
22 Apr	5	Roar Artwork Available
06 May	6	Main 1sht, Outdoor & Lighter Title Treatment
16 May	7	Update to Main 1sht, Bus Shelters & Outdoor
20 May	8	Update to art, timing and In Theatre
23 May	9	Update to art timing
27 May	10	Standees & Digital Vertical

USAGE GUIDELINES

TITLE TREATMENT, FONT & BILLING BLOCK (p. 3)

ONE SHEETS (p. 4-7)

- | | |
|-----------------------|---|
| • Intl Tsr 1sht | Available on Adstream |
| • Intl Tsr Quad | Available on Adstream |
| • Intl Roar 1sht | Available on Adstream |
| • Intl Roar Quad | Available on Adstream |
| • Intl Main 1sht | Available on Adstream |
| • Intl Main Quad | Available on Adstream |
| • IMAX Exclusive 1sht | If you wish to use this art, please contact IMAX. |

The Online Teaser Art is now available as “Roar 1sht” and “Roar Quad” files for in-theater use.

The “Main” look is what the U.S. will be using as their main keyart. Internationally we have the option of using the “Main,” “Intl Tarzan Jane,” or “Running” bus shelters as your main keyart. If you use “Intl Tarzan Jane” or “Running” as your main in-theatre look, you must add full billing.

DIGITAL VERTICALS (p. 8)

- | | |
|--------------------|-----------------------|
| • Footage / Teaser | Available on Adstream |
|--------------------|-----------------------|

BUS SHELTERS (p. 9-10)

- | | |
|--------------------|-----------------------|
| • Tsr | Available on Adstream |
| • Main | Available on Adstream |
| • Running | Available on Adstream |
| • Intl Tarzan Jane | Available on Adstream |

Any one of the above looks can be used as your main campaign art. If used in-theater, full billing must be added.

USAGE GUIDELINES

OUTDOOR (p. 11-15)

• Tsr	30sht & 14x48	Available on Adstream
• Running	30sht & 14x48 & Quad	Available on Adstream
• Fight	30sht & 14x48	Available on Adstream
• Intl Tarzan Jane	Quad	Available on Adstream
• Close Up	30sht & 14x48	Available on Adstream

IN THEATER (p. 16)

• Main Flat Panel Standee	Unit price \$50 / £35 / €45
• Running Curved Landscape Standee	Unit price \$150 / £103 / €133

Shipping will begin first week of June.

TITLE TREATMENT

Tsr Title Treatment
Dark on White

This is the Main title. Please use wherever possible.

T H E L E G E N D O F
T A R Z A N

Tsr Title Treatment
Light on Black

This title is to be used over dark backgrounds.

T H E L E G E N D O F
T A R Z A N

ALPHABET

There is an alphabet available in both Tsr Title Treatment files.

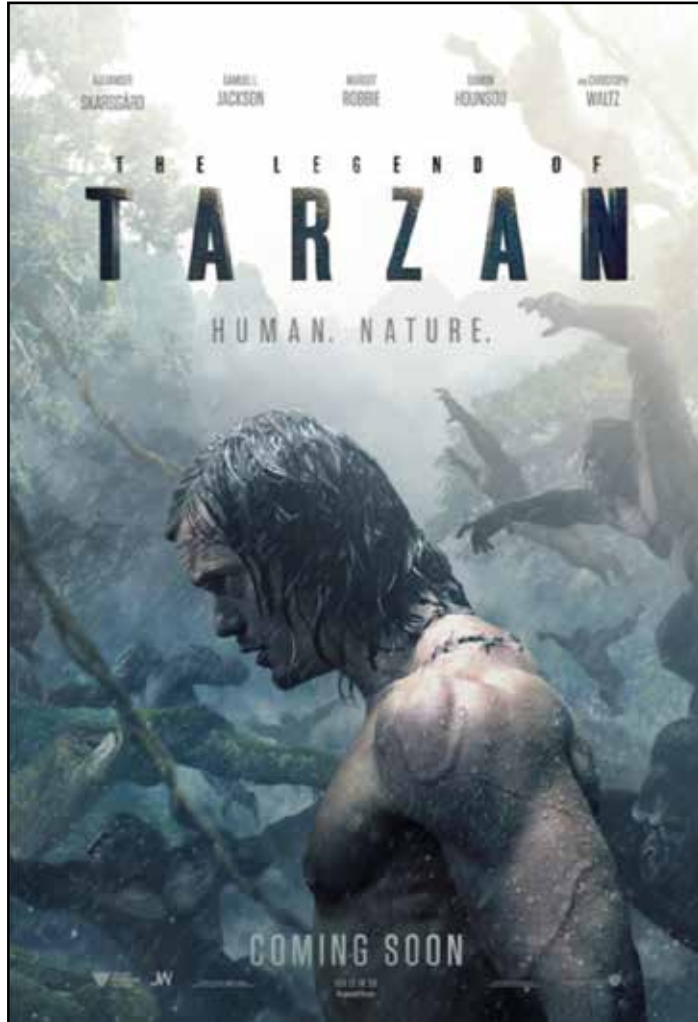
BILLING BLOCK

The latest billing block on ADSTREAM is “04May16 Intl Billing Block TRZN”.
File includes the billing setups for all print material that requires billing.

THE LEGEND OF TARZAN

ONE SHEETS

Intl Tsr 1sht



ONLINE DEBUT:

March 16, 2016

AVAILABLE ON ADSTREAM:

Intl Tsr 1sht

March 17, 2016

Intl Tsr Quad

March 18, 2016

NOTES:

Intl Tsr Quad



NOTE: if using this Quad in outdoor, the “Limited Billing” block must added at 35% AW title, and the Director’s credit must be boxed. You can find this “Limited Billing” on ADSTREAM.

THE LEGEND OF TARZAN

ONE SHEETS

Intl Roar 1sht



ONLINE DEBUT:
December 9, 2015

AVAILABLE ON ADSTREAM:
April 20, 2016

NOTES:
Originally the Online
Artwork. This is now
approved for
in-theatre use.

Intl Roar Quad



NOTE: if using this Quad in outdoor, the "Limited Billing" block can be used at 35% AW title, and the Director's credit must be boxed. You can find this "Limited Billing" on ADSTREAM.

THE LEGEND OF TARZAN

ONE SHEETS

Intl Main 1sht



ONLINE DEBUT:

May 24, 2016

AVAILABLE ON ADSTREAM:

May 24, 2016

NOTES:

Intl Main Quad



NOTE: if using this Quad in outdoor, the “Limited Billing” block can be used at 35% AW title, and the Director’s credit must be boxed. You can find this “Limited Billing” on ADSTREAM.

IMAX Exclusive 1sht



ONLINE DEBUT:

June 1, 2016

AVAILABLE ON ADSTREAM:

N/A

NOTES:

If you wish to use this art,
please contact IMAX.

ONLINE DEBUT:

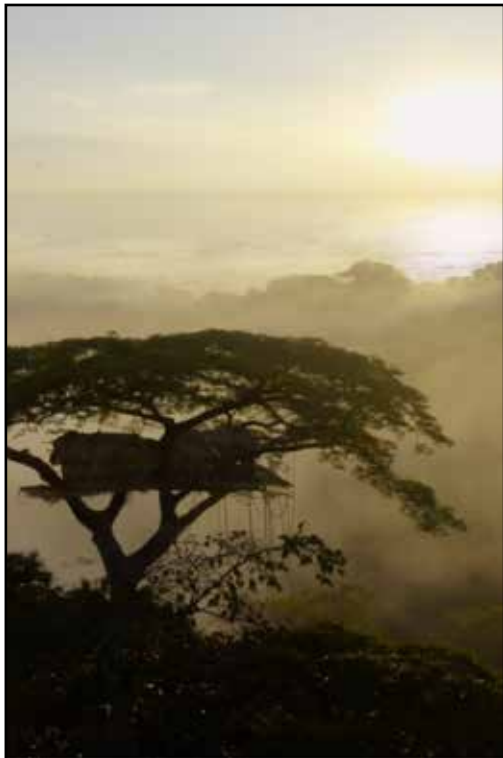
N/A

AVAILABLE ON ADSTREAM:

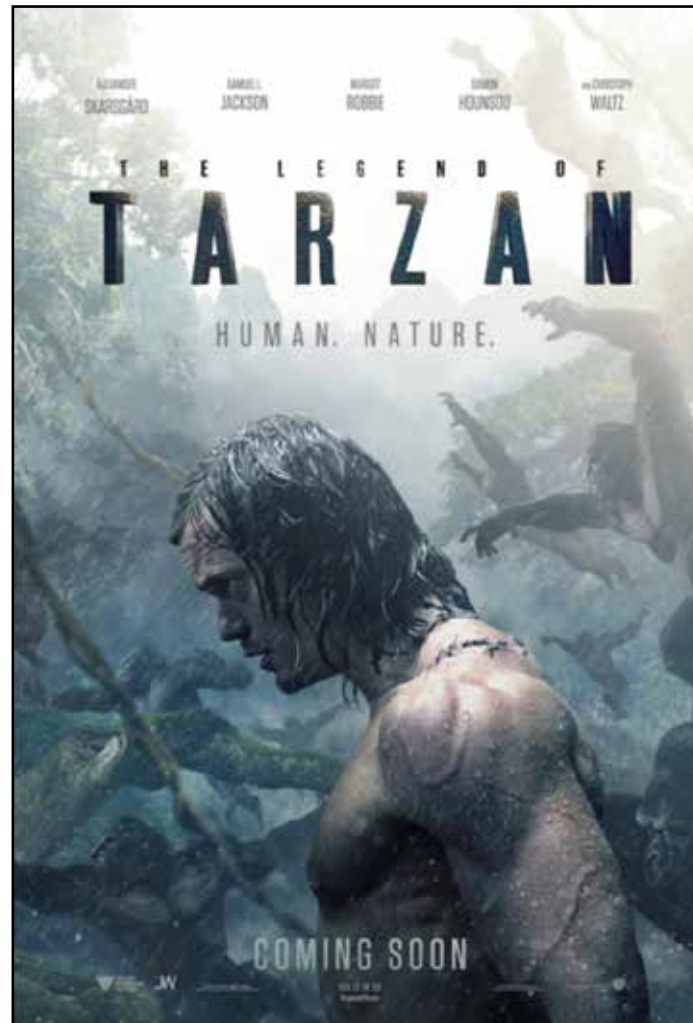
May 26, 2016

NOTES:

Footage / Teaser



Tsr Bus Shelter



ONLINE DEBUT:

March 16, 2016

AVAILABLE ON ADSTREAM:

May 20, 2016

NOTES:

THE LEGEND OF TARZAN

BUS SHELTERS

ONLINE DEBUT:
NA

AVAILABLE ON ADSTREAM:

Running: May 20, 2016

Main: June 1, 2016

Intl Tarzan Jane: May 24, 2016

NOTES:

Any one of the below looks can be used as your main campaign art. If used in-theatre, full billing must be added

Running Bus Shelter



Main Bus Shelter



Intl Tarzan Jane Bus Shelter



THE LEGEND OF TARZAN

OUTDOOR

Tsr 30sht



ONLINE DEBUT:

NA

AVAILABLE ON ADSTREAM:

April 29, 2016

NOTES:

Tsr 14x48



THE LEGEND OF TARZAN

OUTDOOR

Running 30sht



Running Quad Outdoor



Running 14x48



ONLINE DEBUT:

May 24, 2016

AVAILABLE ON ADSTREAM:

May 20, 2016

NOTES:

Close Up 30sht



ONLINE DEBUT:

N/A

AVAILABLE ON ADSTREAM:

May 20, 2016

NOTES:

Close Up 14x48



THE LEGEND OF TARZAN

OUTDOOR

Fight 30sht



ONLINE DEBUT:

NA

AVAILABLE ON ADSTREAM:

May 23, 2016

NOTES:

Fight 14x48



THE LEGEND OF TARZAN

OUTDOOR

ONLINE DEBUT:

No official debut of this art

AVAILABLE ON ADSTREAM:

May 23, 2016

NOTES:

Intl Tarzan Jane Outdoor Quad



Main Flat Panel Standee

THE LEGEND OF TARZAN
FLAT PANEL STANDEE v.1



Running Curved Landscape Standee

THE LEGEND OF TARZAN
CURVED LANDSCAPE PANEL STANDEE

